

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
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11	
12	
13	
14	
15	
TOTAL	



General Certificate of Secondary Education
June 2014

Media Studies (Double Award) 48103

Unit 3 Exploring Media Industries

Tuesday 17 June 2014 1.30 pm to 3.00 pm

For this paper you must have:

- insert to accompany Section B (enclosed).

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions. You are advised to spend 45 minutes on Section A and 45 minutes on Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- In Question 15 you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use media terminology where appropriate.



J U N 1 4 4 8 1 0 3 0 1

Ownership, Control and Finance

3 What do you understand by the term **'cross-media ownership'**? Give an example of such ownership.

[2 marks]

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4 The media industries have experienced a loss of income from traditional sources in recent years. Give **two** examples of **new ways** a media industry you have studied is generating income.

[4 marks]

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Turn over ▶



Working Practices and Job Roles

5 Being a **freelance** worker in the media can have a number of benefits for the individual concerned. Give **two** examples of such benefits.

[2 marks]

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6 Increasingly in the media industries workers are expected to be **multi-skilled**. Give **one** example of a job in the media where more than one skill is now required and identify the skills needed.

[4 marks]

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Regulation and Legal/Ethical Constraints

7 Name a **regulatory body** and identify which of the media industries it regulates.

[2 marks]

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8 Give **two** examples of **ethical issues** faced by people working in the media. Explain why you think they are important.

[4 marks]

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Technological Developments

9 Give **two** examples, one from each of the media industries you have studied, of how technology is being used to **increase the enjoyment** of the audience.

[2 marks]

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10 Give **one** example of a **technological development** in a media industry you have studied and explain its importance to both the industry and the audience.

[4 marks]

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Section B

There are 30 marks for this section.

Answer **all** questions in the spaces provided.

Analyse the survey data in the enclosed insert (taken from 'Communications Market Report 2013', published by Ofcom in August 2013) and answer the following questions.

11 The survey suggests that the smartphone has had an impact on users' media activity. Give **two** examples of this impact.

[5 marks]

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12

There is a significant amount of competition in the smartphone market, both between different manufacturers and between different operating systems. Explain **two** benefits of this competition for consumers.

[5 marks]

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13

Identify **two** media job opportunities that have been created, directly or indirectly, by the development of smartphones. Briefly explain what each job involves.

[5 marks]

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14 Consider **two** concerns regarding young peoples' access to material available via smartphones.

[5 marks]

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15 How might developments in media technology, such as the smartphone, change the way people use the media over the next five years? Give **two** examples with supporting argument.

[10 marks]

To gain full marks in this question you should use good English, organise information clearly and use media terminology where appropriate.

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